

Case Study

ESSO Berthiaume Service Center

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About ESSO Berthiaume Service Center, Chelmsford, Ontario, Canada

Esso Berthiaume Service Center is a locally-owned and operated gas station and convenience store located in Chelmsford, Ontario. Some of their offerings include full service fueling, pay at the pump, PC optimum, and auto repair.

Goal:

Find Efficient Back-office Software at a Reasonable Price

Key Solution Benefit:

Check Operations from Anywhere

Petrosoft Product:

CStoreOffice®

ESSO Berthiaume Service Center

When Linda Berthiaume, Owner of Berthiaume Service Center, began searching for new back-office software for her convenience store and gas station, she wanted to monitor her operations even when she was not in her store, correctly track her inventory, and also find a way to track total liters of fuel she sold every day.

Berthiaume said her current back-office software was expensive and had limited functionality, only allowing her to monitor business operations on a single computer. She also said there was no way for her to quickly change item prices. Her back-office software required her to manually monitor inventory using several printed reports, a slow and laborious process.

Berthiaume needed to find another back-office software that had all of the capabilities she needed and was also affordable. She researched several types of back-office software before discovering Petrosoft's CStoreOffice®.

"Petrosoft's website explained the back-office software (functionality) in full details and answered my questions. After I reviewed Petrosoft's site, I talked to a member of the sales team to obtain pricing and further information and then decided to go with Petrosoft for CStoreOffice®."

CStoreOffice® was the affordable back-office software Berthiaume needed, and it gave her the flexibility to check her store operations from anywhere using the CStoreOffice® mobile app, which allowed her to perform her work faster and more efficiently. CStoreOffice® also enabled her to correctly manage inventory.

"CStoreOffice® has improved processes for tracking my inventory and I'm now able to control my inventory more. I used to need printouts for checking all of my inventory, but now... I know that CStoreOffice® accurately calculates inventory percentages. I can keep a pulse on pricing and percentages of inventory at any given time."

Berthiaume said that CStoreOffice® is more user-friendly than any of the other types of back-office software that she investigated and that she has also been impressed by the training that Petrosoft offers.

"The training for CStoreOffice® is all-inclusive, so anything that I need to learn or review, the training is readily available on the website."

Berthiaume praised Petrosoft's team for being very easy to work with and said that they happily accommodated her request to add functionality to measure her fuel in liters, which enabled Berthiaume to correctly track total liters of fuel sold every day.

About Petrosoft

Petrosoft's internet-based software provides innovative business solutions to the convenience stores, retail, and petroleum industries. Beginning in 2002, Petrosoft transformed the convenience store industry when its founder, Sergei Gorloff, a retail operator and engineer, introduced CStoreOffice®, its internet-based back-office software solution. Today, the company designs, develops, and markets end-to-end retail technology, enabling a seamless connection between vendors, forecourt, point-of-sale, made-to-order, back-office, fuel management, network and financial systems. The company continually strives to find innovative ways to enable retail operators to better manage their forecourt, in-store and back-office operations. The company supports its product line from its headquarters in Pittsburgh, PA. Learn more at www.petrosoftinc.com.

The top 3 benefits that Berthiaume said she loves about CStoreOffice® are:

- ✓ *"The versatility of working from anywhere I want."*
- ✓ *"Keeping track of inventory - what's coming in - and what's going out - and tracking what items have been sold."*
- ✓ *"(Tracking) liters of petroleum sold every day."*